

**STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION**

**PUBLIC HEALTH EDUCATOR  
CLASSIFICATION SERIES**

**I. INTRODUCTION**

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Adm. Code, for making classification decisions relative to present and future professional Public Health Educator positions. This classification specification is not intended to identify every duty that may be assigned to positions, but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification encompasses professional positions located at the Department of Health and Family Services or the University of Wisconsin – Madison. They are responsible for providing consultation or special services to local public health departments, health care providers, schools, hospitals, community agencies, regulated service providers, unions, trade associations and others regarding ongoing or prospective public health education programs. They are also responsible for conducting needs assessments, planning, maintaining, promoting and evaluating public health education programs.

C. Exclusions

Excluded from this classification are the following types of positions:

1. Positions which meet the statutory definition(s) of supervisor and/or management as defined in Wis. Stats. 111.81(19) and (13) as administered and interpreted by the Wisconsin Employment Relations Commission.
2. Positions that are engaged in administrative tasks related to managing or coordinating a public health program (e.g., planning/implementing activities and functions to meet contract requirements; develop and implement secondary grant applications) and not involved in public health education activities for a majority of the time and are more appropriately

classified as Human Services Area Coordinator or Human Services Program Coordinator, or Program and Planning Analyst.

3. Positions which spend the majority of time (more than 50%) performing epidemiological duties involved in studying the distributions and determinants of disease and injury and which are classified as Epidemiologist and Epidemiologist-Advanced.
4. Positions not located at the Department of Health and Family Services or the University of Wisconsin – Madison.
5. All other positions that are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Series

Employees enter positions within this classification series by competitive examination. Progression to the senior level will occur through reclassification. Progression to the advanced level will typically occur through some form of competitive examination.

## II. DEFINITIONS

### **PUBLIC HEALTH EDUCATOR**

This is entry or objective level consultative work in a public health education program. Entry-level positions provide consultation or special services that translate health promotion, health education, behavior change research and theory into practice for local public health departments, schools, hospitals and community agencies, regulated service providers, unions, trade associations and others regarding ongoing or prospective public health education programs. Positions also are responsible for assessing needs, assisting in planning, maintaining, promoting and evaluating public health programs to help prevent disease and injury and promote health. The work is designed to provide exposure to the full performance level. The work is performed in accordance with established policies, procedures and goals under close or limited supervision.

Objective level positions are responsible for providing consultative services in an assigned area and coordinating a limited variety of public health education projects and programs. Positions function under general supervision.

#### **Examples of Work Performed:**

- Provide direct service and consultation to individuals and groups relating to public health education (e.g., one-on-one work with mothers regarding birth issues, providing education on immunization programs or cardiovascular disease prevention).
- Conduct needs assessments to determine gaps and needs.
- Develop audience-segmented public health education materials such as publications, fact sheets, news releases, and radio and TV programs.
- Edit and distribute materials related to health education activities and assist in the selection of various education materials, methods and delivery.
- Plan, implement and evaluate health education programs that impact behavior change based on health education models such as: social marketing, preceed/procede model, health belief model, transtheoretical model and stages of change, locus of control, and diffusions of innovations theory.

- Consult with various groups and agencies in developing health education programs and present information on various health topics to groups.
- Plan, conduct and evaluate demonstrations of effective health education programs.
- Act as a resource person and coordinate the activities of professional groups and other agencies to contribute to the health education of the public.
- Develop and conduct health education presentations or programs that impact knowledge, skills and attitudes.

### **PUBLIC HEALTH EDUCATOR-SENIOR**

This is full-performance level public health education work providing consultation or special services that translate health promotion, health education, behavior change research and theory into practice for local public health departments, schools, hospitals and community agencies, regulated service providers, unions, trade associations and others regarding ongoing or prospective public health education programs. Employees at this level are responsible for providing consultative services such as assessing individual and community public health education program needs, planning and implementing new programs, and evaluating and coordinating specialized programs with other public health programs. Employees at this level are responsible for aiding groups in program development, coordinating a variety of ongoing and special projects, and developing and evaluating public health programs to help prevent disease and injury and promote health. Work is performed under general supervision.

#### **Examples of Work Performed:**

- Identify public health education resources to develop mass media campaigns and promote public health educational materials and initiatives.
- Evaluate public health education programs in assigned area.
- Recommend changes to increase program effectiveness and mobilize communities for action.
- Assist agencies in implementing new programs and techniques based on the health education models such as social marketing, preceed/procede model, health belief model, transtheoretical model and stages of change, locus of control, and diffusions of innovations theory.
- Develop, plan, organize, and evaluate a specialized health education program (e.g., coordinate implementation of Wellness program or local media campaign on tobacco control).
- Provide inservice training to entry-level public health educators or community educators to provide health education, consultative or special services.
- Assist state and local groups (including community and parents) with identifying appropriate health education/health promotion materials, strategies and methodologies.
- As grantee applicant, develop grant applications and project proposals.

### **PUBLIC HEALTH EDUCATOR-ADVANCED**

This is responsible consultative work as described in the Public Health Educator–Senior class specifications and involves lead-role responsibility in the development of public health education policy or systems (i.e. formal, established, recognized mechanisms connecting all related parts and relationships needed to produce defined outcomes). Positions at this level work with public health policy/systems that impact changes in law or the agency’s practices and procedures. Employees frequently interact with a variety of policy makers and influential decision-makers in other organizations on health issues that are often controversial. Positions develop and implement programs that have major public health or population based impact. Work involves coordinating health education program staff and budget. Employees at this level perform quality assurance functions such as evaluating a health system’s educational techniques or mechanisms. Work is performed under administrative review and employees have great latitude for developing and implementing program activities.

**Examples of Work Performed:**

- Work on the development of enhancement to public health policy or systems (e.g., changes to provide better access to immunization services; develop system to influence the number of options of low-fat meals served in restaurants in a community to affect cardiovascular health; develop systems to influence how work is performed to protect workers, building occupants and the public).
- Mobilize coalitions in the development and implementation of public health policies and systems.
- Function as community advocate for public health-education related issues.
- Coordinate and develop specialized programs of health education on a statewide level.
- Develop, deliver and evaluate credible and effective strategies to communicate health risks to the public using a variety of media, including print, press, T.V., radio, distance learning technology and the world wide web.
- Integrate and coordinate specialized health education programs into other departments, divisions, state, or federal programs as appropriate that will impact public health policy or system development.
- Assist federal, state and local groups (including community and parents) with identifying appropriate health education/health promotion materials, strategies and methodologies that will impact public health policy or system development.
- Guide and direct other public health consultants.
- Review other health education programming occurring in the state health department and make recommendations.
- Initiate and participate in meetings designed to promote understanding of special health problems and preventive measures.
- Conduct research in the development of strategies to address health promotion/risk reduction objectives.
- Coordinate activities of the programs with other divisions, groups and agencies.
- Train and coordinate the activities of staff assigned to special health education programs and assist in training staff assigned to regions.
- Provide consultative service in special areas to health education personnel and other health and professional personnel in state, region and local areas.
- Plan, develop, and evaluate public health education program effectiveness.
- Maintain records and prepare reports of program status.

**III. QUALIFICATIONS**

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

**IV. ADMINISTRATIVE INFORMATION**

This classification series was created effective February 11, 2001, and announced in Bulletin CLR/SC-126 to describe positions which are responsible for providing consultation or special services in public health education program areas. The positions were formerly classified as Public Health Educator 1, 2, or 3 which were abolished also effective February 11, 2001 and announced in Bulletin CLR/SC-126.

The Public Health Educator 1, 2, or 3 classifications effective July 1969 were revised effective November 1974. The Public Health Educator 1, 2, and 3 classifications were then abolished and recreated in a

different pay range effective December 1989 and announced in Bulletin CC-219 as part of the Client Care and Custody Personnel Management Survey.

The Public Health Educator was modified effective March 7, 2004 and announced in Bulletin OSER-0016-MRS-SC to provide that the positions can be located at the Department of Health and Family Services or the University of Wisconsin – Madison.

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